

## Message Text

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PAGE 01 KINGST 02494 101605Z  
ACTION ARA-14

INFO OCT-01 ISO-00 SS-15 SSO-00 NSCE-00 CIAE-00  
COME-00 EB-08 INR-10 LAB-04 NSAE-00 PA-02 SIL-01  
INRE-00 /055 W  
-----057678 101615Z /45

O 101522Z MAR 78  
FM AMEMBASSY KINGSTON  
TO USIA WASHDC IMMEDIATE  
INFO SECSTATE WASHDC IMMEDIATE 161

UNCLAS KINGSTON 2494

FOR: USIA FOR IOP/M, IBS/PL AND ILA, STATE FOR ARA,  
PASS TO DEPT. OF COMMERCE

E.O. 11652: N/A  
SUBJECT: MEDIA REACTION: "MRS. CARTER PRAISES JAMAICA  
AT MIAMI TRADE FAIR"

REF: STATE 059189

1. QUOTE: MRS. CARTER PRAISES JAMAICA AT MIAMI TRADE FAIR  
UNQUOTE WAS FRONT PAGE HEADLINE IN MARCH 10 GLEANER.

BEGIN TEXT: JAMAICA'S EXHIBIT AT THE CURRENT TRADE FAIR  
OF THE AMERICAS IN MIAMI, FLORIDA HAS BEEN COMMENDED BY  
MRS. ROSLYN CARTER, WIFE OF THE PRESIDENT OF THE UNITED  
STATES, MR. JIMMY CARTER.

MRS. CARTER WHO WAS CONDUCTED ON A TOUR OF THE JAMAICAN  
EXHIBIT IN THE 18-NATION TRADE FAIR HAD EARLIER PERFORMED THE  
OFFICIAL OPENING IN AN IMPRESSIVE CEREMONY ATTENDED BY  
SEVERAL US AND LATIN AMERICAN GOVERNMENT AND TRADE OFFICIALS.

MRS. CARTER ALSO MET THE JAMAICAN EXHIBITORS, MR. PETER KING,  
EXECUTIVE DIRECTOR, JNEC WELCOMED MRS. CARTER TO THE  
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JAMAICAN BOOTH AND INTRODUCED HER TO MR. DERRICK HEAVEN,  
PARLIAMENTARY SECRETARY IN THE MINISTRY OF FOREIGN AFFAIRS,  
WHO CONDUCTED HER ON A 10-MINUTE TOUR OF THE EXHIBITION.

THE PRESIDENT'S WIFE EXPRESSED PLEASURE AT THE UNIQUENESS  
OF THE JAMAICAN BOOTH AND THE RANGE OF JAMAICAN PRODUCTS  
ON DISPLAY AND WAS PARTICULARLY FASCINATED BY JEWELLERY MADE

IN SEMI-PRECIOUS JAMAICAN STONES.

MISS LORNA CUNNINGHAM, JNEC PAVILION DIRECTOR, PRESENTED MRS. CARTER WITH A BASKET OF ANTHURIUMS GROWN BY JAMAICAN FLORAL EXPORTS, ON BEHALF OF MRS. BEVERLEY MANLEY, WIFE OF THE PRIME MINISTER OF JAMAICA, HON. MICHAEL MANLEY.

MR. HEAVEN ADDRESSED THE OVER 20 JAMAICAN MANUFACTURERES EXHIBITING AT THE FAIR AND TOLD THEM OF THE NEED FOR JAMAICA TO SEEK NON-TRADITIONAL EXPORT MARKETS. HE ALSO REMINDED THEM OF THE IMPORTANCE OF PRODUCTION FOLLOW-UP TO MEET ORDERS SECURED IN EXPORT MARKETS.

MR. KING COMMENDED THE WORK OF THE JNEC STAFF AND THE EXHIBITORS FOR THE PROFESSIONALISM OF THE DISPLAY. HE SAID THIS WAS THE RESULT OF CAREFUL RESEARCH AND THOROUGH PREPARATION. THE CHALLENGE NOW IS DELIVERY, HE SAID. END TEXT

2. RJR, THE JAMAICAN RADIO STATION WHICH REACHES NEARLY ALL OF THE ISLAND'S ADULT POPULATION, FEATURED THE SPECIAL VOA TELEPHONE FEED IN ITS MAJOR NEWS BROADCASTS AT 5PM AND 6 PM AND ITS WORLD NEWS ROUNDUP AT 8 PM.

3. POST APPRECIATES VOA'S EFFORTS FOR SPEEDY RESPONSE AND EXCELLENT PIECE ON MIAMI TRADE FAIR OPENING.  
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SANDSTROM

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## Message Attributes

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**TAGS:** SOPN, ETRD, BEXP, JM, (CARTER, ROSALYNN)  
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**Review Markings:**  
Sheryl P. Walter  
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